



**THE JUGAAD TECHNOLOGY  
(INDIGENOUS INNOVATIONS)  
(A CASE STUDY OF INDIAN ORIGIN)**

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**ABSTRACT**

*"The jugaad mindset is crucial. It's not just jargon." says Ananth Krishnan, chief technology officer of Tata Consultancy Services. Jugaad or Indigenous innovation is the tool not a jargon it is the basically a mindset of the innovator. In which he used his/her skills and traits to make things in productive way. Jugaad is the most economical way to do task or a particular work. In India there is huge problem of employment in rural as well in urban areas jugaad is the new opportunity to those youth who has some new ideas and they are willing to do the work this provide self employment to the youth in their own areas or regions it also helps in inclusive growth of the India. This study will find the scope of the indigenous innovations (Jugaad's) and work towards the patent of the technology so that everyone can use these as per in Indian rural areas the scarcity is more for employment as well as for resources. We used the case study method for the evaluation. The cases are taken from different parts of rural India.*

**KEYWORDS:** *Jugaad, Indigenous innovation, Rural India, Patent.*